



## Register now for seminar about local food distributors

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MADISON – If you want to expand your locally grown or processed food into regional markets, the next lesson in this season’s Buy Local, Buy Wisconsin Seminar Series can help you do so effectively. Registration is open now for the “Working with a Distributor” seminar, which will be available online and in three locations around Wisconsin.

Attendees will hear from a broadline distributor and a regional distributor. A broadline distributor is one who carries a wide variety of products as opposed to a more specific, specialized selection. The two will talk about their points of view as to the benefits of working with them, what they look for when sourcing products and what they expect when working with a producer.

Additionally, the owner of a cheese dip production business will speak to attendees about the challenges and benefits she experienced and why she chose to work with distributors.

Sessions are scheduled on March 2 in Waukesha, March 3 in Stevens Point and March 5 in Madison. You need only attend one seminar – choose the location most convenient for you. The Madison seminar is also available online as a free webinar.

The sessions will take place from 9 a.m. to 12:15 p.m. Check-in begins at 8:45 a.m. at each location.

The cost of the seminar is \$10 for the first registrant and \$5 for additional members of a business or organization. Active Something Special *from* Wisconsin™ members get a \$5 discount on the cost of the initial registrant.

See the exact locations of the seminar sites, read a complete agenda or register at [http://datcp.wi.gov/Business/Buy\\_Local\\_Buy\\_Wisconsin/BLBW\\_Workshops](http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Workshops).

To request a link for the webinar, email Kietra Olson at [Kietra.olson@wisconsin.gov](mailto:Kietra.olson@wisconsin.gov). You also may call 608-224-5112 with questions.

The final Local Food Business Seminar of the season is “Finding the Dollars” scheduled March 16-19 in Waukesha, Stevens Point and Madison.

The Buy Local, Buy Wisconsin program provides many resources for local farms and agribusinesses. Learn more at [http://datcp.wi.gov/Business/Buy\\_Local\\_Buy\\_Wisconsin/](http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/).